

Appendix A Urban Indian CARES Community Action Plan

Goal: To promote increased colorectal health screening and treatment among American Indians/Alaska Natives living in urban settings of the United States through education and awareness of its benefits through routine wellness check-ups.

Activities	Specific Tasks	Resources	Target Date	Team Member Responsible	Evaluation (deliverables)
Objective 1: Identify attitudes among urban AI/AN towards colorectal cancer screening					
a. Conduct focus groups	Conduct 1-2 focus groups with clients to ascertain attitudes/barriers to screening; review logo; how to get messages out	Clients at team UIHO sites	Sep-Oct 2007	ED appointed staff at one UIHO site	Report: Focus group results
b. Develop 1-page survey instrument to use in clinics	<ul style="list-style-type: none"> • Draft survey instrument • Review and finalize survey instrument 	Priscilla Sanderson; Sharon Fleming	Sep 2007	SF, JO Team	Instrument: Community Colorectal Assessment
c. Conduct surveys in clinics	<ul style="list-style-type: none"> • Each team site will administer survey in their clinic • Enter and analyze data 	Team staff at UIHO; UIHI data collection system	Sep-Dec 2007	All sites UIHI	Report: Survey results
Objective 2: Develop health promotion campaign on colorectal health and wellness					
a. Research materials, resources, and components for urban Indian health promotion campaign plan	<ul style="list-style-type: none"> • Assess culturally tailored materials and data • Identify health promotion campaign components • Create logo • Develop clinic ED info packet for funders (costs of prevention, treatment, 	Reva Wittenberg end of year funds	Sep 2007	AP, AA, MW	Product: Logo Product: Social marketing package for
			Sep-Feb 2008	AA, MW, Team	
		Az	Sep 2007	Team, SF	
			Mar – May 2008	Team, AA, MW	

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	etc—one page.) <ul style="list-style-type: none"> • Develop clinic ED info packet for providers • Apply for funding to print materials 	Spirit of Eagles	Jun - Aug 2008 Jul 2008	Team, AA, MW AP	funders Product: Social marketing package for providers Product: List of funding opportunities
b. Conduct financial analysis to look at cost of testing vs. treatment	<ul style="list-style-type: none"> • Review of literature <ul style="list-style-type: none"> ○ Look into C-Change ○ Look into general materials • Gather information specific to states 	CRPF, C-Change Ena (will put us in touch w/Florence Tonga)	Sep 2007 Sep-Dec 2007	AP, PS, SL, JO Team	Resource library: Annotated bibliography and inventory of sources Product: Summary of financial analysis
c. Collect data to show need for colorectal cancer screening services	<ul style="list-style-type: none"> • Get data from State registries 	States	Dec-Aug 2008	AP	Product: State-specific data
d. Develop and evaluate educational packet for clients focused on value of screening—getting beyond fear and the “yuck factors” –basic education, affordable,	<ul style="list-style-type: none"> • Review educational materials currently available locally • Collect stories/quotes on testing, photos, videos locally in Powerpoint • Collect photos of real people 	AA, MW NARA videocam, release forms Survivors	Sep-Nov 2007 Dec – Jan 2008 Jan – Feb 2008	AA, MW, AP Team Team	Product: Social marketing package for clients

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easily replicated	<ul style="list-style-type: none"> Develop packet Apply for funding to print materials 	Spirit of Eagles	Mar 2008 Jul 2008	AA, MW, Team AP	
e. Establish Urban Indian CARES with other national media campaigns	<ul style="list-style-type: none"> Identify other campaigns and messaging for connection to Urban Indian CARES Link Urban Indian CARES with campaigns to increase effectiveness of messaging, additional resources 	National groups (e.g. Screen for Life, CRPF)	Sep 2007–Dec 2010	AA, MW	Increased awareness of campaign among target population through national media campaigns
Objective 3: Develop communication portal for Urban Indian CARES team					
a. Monthly conference calls	<ul style="list-style-type: none"> Set up monthly conference calls on toll-free line Conduct monthly conference calls Distribute minutes from calls 	UIHI	Sep-Aug 2008	AP	Meeting materials: Conference calls
b. Set up Sharepoint website	<ul style="list-style-type: none"> Contact UIHI Database Developer to set up website Post documents to website Issue logins and passwords to Sharepoint site as needed 	UIHI	Sep-Nov 2007 Sep-Aug 2008 Sep-Aug 2008	AP	Product: Sharepoint website

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Objective 4: Involve other urban Indian health organizations in planning					
a. Invite resource and referral urban Indian health organizations to join core team	<ul style="list-style-type: none"> • Contact Missoula, MT UIHO for interest • Get colorectal on NCUIH agenda for Fall conference 		Sep 2007 Sep 2007	AP DK, SS, GR	Presentation materials: Urban Indian CARES
b. Invite other urban Indian health organizations to join core team	Track number of UIHO participating on monthly calls		Oct 2007– Oct 2008	AP	Meeting materials: Conference calls

Appendix B Urban Indian CARES Summary of Next Steps

Activities	Specific Tasks	Resources	Target Date	Team Member Responsible	Evaluation (deliverables)
Objective 5: Implement the Urban Indian CARES health promotion campaign					
a. Develop a strategic plan and timeline for health promotion campaign for urban Indian clinics	Hold strategic planning session (potentially in conjunction with NCUIH)	NCUIH	Nov 2008	All Other UIHO sites	Product: Strategic plan and timeline
b. Provide health promotion media toolkits to EDs at 34 urban Indian health clinic sites.	Inform EDs of the campaign, timeline, coordination of health promotion events leading up to March 08 National Colorectal Cancer Screening month and activities throughout remainder of year	Kits, national campaigns	Nov 2008-Mar 2009;	MW, AA, Team sites	Process: Number of packets distributed; number of activities that are completed as a result of utilization of the media toolkits. CARES a part of national campaigns and resources
c. Campaign activities implemented	<ul style="list-style-type: none"> • Calendar of Activities distributed to clinic EDs • Sample press releases and other media tools (e..g, PSAs) 	Campaign materials	Nov 2008-Mar 2009; Apr-Aug 2009	MW, AA, All sites	Process: Number of clinic activities nationally; Number of campaign messages (press releases, PSAs)
d. Contact American Cancer Society, survivor groups, company wellness programs, state and local health	<ul style="list-style-type: none"> • Contact local and state agencies involved, or interested in, colorectal cancer prevention and treatment initiatives to partner in campaign 	Campaign materials	Nov 2008 – 2011	MW, AA, All sites, national campaign contacts	Process: Number of partners engaged in campaign

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departments, etc. to introduce project and get partners/resources					
Objective 6: Increase Diagnostic and Treatment Resources					
a. Develop solutions for testing.	<ul style="list-style-type: none"> • Invite FOBT vendor to NCHIH • Collect articles on testing • Post articles on Sharepoint • Gather teaching aids [e.g., CRC model] • Check with vendors if they will donate kits • Educate providers/medical assistants 	Vendors Vendors	Sep 2008 Sep – Nov 2008 Sep 2008 – Sep 2009	SL MW, AA AP VJ	Increased FOBTs at clinic sites Increased FOBTs at clinic sites
b. Hospitals, VA, insurance companies, foundations contacted for funds/treatment for uninsured; under-insured	<ul style="list-style-type: none"> • EDs contact local agencies that may support additional treatment resources in communities for clients who may need colonoscopies, treatment post screening. 	Community agencies and partners who share costs for treatment	Dec 2008 - 2011	All sites	Increased planning; funding for treatment
c. Local safety net investigated for donated care	<ul style="list-style-type: none"> • EDs meet with local safety net providers to evaluate level of donated care and possible resources to increase care 	Community agencies and partners who share costs for	Jan – Feb 2009	All sites	Increased planning; funding for treatment

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		treatment			
d. State legislatures contacted to assess potential for research and additional funding for colorectal cancer screening and treatment	<ul style="list-style-type: none"> • EDs meet with members of state comprehensive cancer plans to assess priorities for colorectal cancer screening and treatment • Develop plan for approaching state legislatures for additional funding in prevention and treatment 	Comprehensive Cancer Plan, UIHI, team sites	Nov 2008 - 2011	All sites	Increased planning, funding for treatment

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